



**Solicitation Information  
January 10, 2018**

**RFP# 7585483**

**TITLE: RFP - College-Wide Brand Messaging and Marketing Strategy – RIC**

**Submission Deadline: February 7, 2018 @ 11:00 AM (Eastern Time)**

**PRE-BID/ PROPOSAL CONFERENCE: None**

Questions concerning this solicitation must be received by the Division of Purchases at [doa.purquestions3@purchasing.ri.gov](mailto:doa.purquestions3@purchasing.ri.gov) no later than 1/19/18 @ 5:00 PM (EST). Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP# on all correspondence. Questions received, if any, will be posted on the Division of Purchases' website as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

**BID SURETY BOND: None**

**PAYMENT AND PERFORMANCE BOND: None**

**Gary P. Mosca, Chief Buyer**

Applicants must register on-line at the State Purchasing Website at [www.purchasing.ri.gov](http://www.purchasing.ri.gov)

**Note to Applicants:**

Proposals received without a completed RIVIP Bidder Certification Cover Form attached may result in disqualification.

**THIS PAGE IS NOT A BIDDER CERTIFICATION COVER FORM**

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## **SECTION 1. INTRODUCTION**

The Rhode Island Department of Administration/Division of Purchases, on behalf of the Rhode Island College ("RIC"), is soliciting proposals from qualified firms to provide consulting services to create an integrated college-wide branding strategy, as described elsewhere herein, in accordance with the terms of this Request for Proposals ("RFP") and the State's General Conditions of Purchase, which may be obtained at the Division of Purchases' website at [www.purchasing.ri.gov](http://www.purchasing.ri.gov).

The contract period will begin approximately February 1, 2018 for one year.

This is a Request for Proposals, not a Request for Quotes. Responses will be evaluated on the basis of the relative merits of the proposal, in addition to cost; there will be no public opening and reading of responses received by the Division of Purchases pursuant to this solicitation, other than to name those offerors who have submitted proposals.

### **Instructions and Notifications to Offerors**

1. Potential vendors are advised to review all sections of this RFP carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
2. Alternative approaches and/or methodologies to accomplish the desired or intended results of this RFP are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this RFP may be rejected as being non-responsive.
3. All costs associated with developing or submitting a proposal in response to this RFP or for providing oral or written clarification of its content, shall be borne by the vendor. The State assumes no responsibility for these costs even if the RFP is cancelled or continued.
4. Proposals are considered to be irrevocable for a period of not less than 180 days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.
5. All pricing submitted will be considered to be firm and fixed unless otherwise indicated in the proposal.
6. It is intended that an award pursuant to this RFP will be made to a prime vendor, or prime vendors in the various categories, who will assume responsibility for all aspects of the work. Subcontracts are permitted, provided that their use is clearly indicated in the vendor's proposal and the subcontractor(s) to be used is identified in the proposal.

7. The purchase of goods and/or services under an award made pursuant to this RFP will be contingent on the availability of appropriated funds.
8. Vendors are advised that all materials submitted to the Division of Purchases for consideration in response to this RFP may be considered to be public records as defined in R. I. Gen. Laws § 38-2-1, *et seq.* and may be released for inspection upon request once an award has been made.

Any information submitted in response to this RFP that a vendor believes are trade secrets or commercial or financial information which is of a privileged or confidential nature should be clearly marked as such. The vendor should provide a brief explanation as to why each portion of information that is marked should be withheld from public disclosure. Vendors are advised that the Division of Purchases may release records marked confidential by a vendor upon a public records request if the State determines the marked information does not fall within the category of trade secrets or commercial or financial information which is of a privileged or confidential nature.

9. Interested parties are instructed to peruse the Division of Purchases website on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP.
10. By submission of proposals in response to this RFP vendors agree to comply with R. I. General Laws § 28-5.1-10 which mandates that contractors/subcontractors doing business with the State of Rhode Island exercise the same commitment to equal opportunity as prevails under Federal contracts controlled by Federal Executive Orders 11246, 11625 and 11375.

Vendors are required to ensure that they, and any subcontractors awarded a subcontract under this RFP, undertake or continue programs to ensure that minority group members, women, and persons with disabilities are afforded equal employment opportunities without discrimination on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, age, national origin, or disability.

Vendors and subcontractors who do more than \$10,000 in government business in one year are prohibited from engaging in employment discrimination on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, age, national origin, or disability, and are required to submit an "Affirmative Action Policy Statement."

Vendors with 50 or more employees and \$50,000 or more in government contracts must prepare a written "Affirmative Action Plan" prior to issuance of a purchase order.

- a. For these purposes, equal opportunity shall apply in the areas of recruitment, employment, job assignment, promotion, upgrading, demotion, transfer, layoff, termination, and rates of pay or other forms of compensation.

- b. Vendors further agree, where applicable, to complete the “Contract Compliance Report” (<http://odeo.ri.gov/documents/odeo-eeo-contract-compliance-report.pdf>), as well as the “Certificate of Compliance” (<http://odeo.ri.gov/documents/odeo-eeo-certificate-of-compliance.pdf>), and submit both documents, along with their Affirmative Action Plan or an Affirmative Action Policy Statement, prior to issuance of a purchase order. For public works projects vendors and all subcontractors must submit a “Monthly Utilization Report” (<http://odeo.ri.gov/documents/monthly-employment-utilization-report-form.xlsx>) to the ODEO/State Equal Opportunity Office, which identifies the workforce actually utilized on the project.

For further information, contact the Rhode Island Equal Employment Opportunity Office, at 222-3090 or via e-mail at [Krystal.Waters@doa.ri.gov](mailto:Krystal.Waters@doa.ri.gov).

11. In accordance with R. I. Gen. Laws § 7-1.2-1401 no foreign corporation has the right to transact business in Rhode Island until it has procured a certificate of authority so to do from the Secretary of State. This is a requirement only of the successful vendor(s). For further information, contact the Secretary of State at (401-222-3040).
12. In accordance with R. I. Gen. Laws §§ 37-14.1-1 and 37-2.2-1 it is the policy of the State to support the fullest possible participation of firms owned and controlled by minorities (MBEs) and women (WBEs) and to support the fullest possible participation of small disadvantaged businesses owned and controlled by persons with disabilities (Disability Business Enterprises a/k/a “DisBE”)(collectively, MBEs, WBEs, and DisBEs are referred to herein as ISBEs) in the performance of State procurements and projects. As part of the evaluation process, vendors will be scored and receive points based upon their proposed ISBE utilization rate in accordance with 150-RICR-90-10-1, “Regulations Governing Participation by Small Business Enterprises in State Purchases of Goods and Services and Public Works Projects”. As a condition of contract award vendors shall agree to meet or exceed their proposed ISBE utilization rate and that the rate shall apply to the total contract price, inclusive of all modifications and amendments. Vendors shall submit their ISBE participation rate on the enclosed form entitled “MBE, WBE and/or DisBE Plan Form”, which shall be submitted in a separate, sealed envelope as part of the proposal. ISBE participation credit will only be granted for ISBEs that are duly certified as MBEs or WBEs by the State of Rhode Island, Department of Administration, Office of Diversity, Equity and Opportunity or firms certified as DisBEs by the Governor’s Commission on Disabilities. The current directory of firms certified as MBEs or WBEs may be accessed at <http://odeo.ri.gov/offices/mbeco/mbe-wbe.php>. Information regarding DisBEs may be accessed at [www.gcd.ri.gov](http://www.gcd.ri.gov). For further information, visit the Office of Diversity, Equity & Opportunity’s website at: <http://odeo.ri.gov> and see R.I. Gen. Laws Ch. 37-14.1, R.I. Gen. Laws Ch. 37-2.2, and 150-RICR-90-10-1.

For further information, visit the Office of Diversity, Equity & Opportunity’s website at: <http://odeo.ri.gov> and see R.I. Gen. Laws Ch. 37-14.1, R.I. Gen. Laws Ch. 37-2.2, and 150-RICR-90-10-1.

## **SECTION 2. BACKGROUND**

**2.1 Background:** Rhode Island College is located on a 180-acre campus in the Mount Pleasant section of Providence, Rhode Island. Academic offerings are provided through five schools: the Faculty of Arts and Sciences, the Feinstein School of Education and Human Development, the School of Business, the School of Nursing and the School of Social Work, as well as the Office of Professional Studies and Continuing Education. Established in 1854, Rhode Island College now serves nearly 8,500 students. Rhode Island College is the first public higher education institution in the State of Rhode Island.

**2.2 Intent:** Rhode Island College is soliciting proposals for consulting services for an integrated college-wide branding and marketing strategy.

Working in cooperation with the Rhode Island College Office of College Communications and Marketing, the communications firm will advise on all facets of the branding initiative, from initial research review to launch and execution.

This is an opportunity for Rhode Island College, and the greater community to reimagine Rhode Island College. Students, faculty, staff, alumni, the Postsecondary Council and community partners will all share in discussions on our values and goals and describe who we are and who we aspire to be.

The firm will recommend a comprehensive communications strategy, including components such as brand messaging, advertising and sponsorships. This strategy will be based on a positioning statement established to define and distinguish Rhode Island College.

Firms offering proposals must demonstrate considerable expertise in higher education marketing and experience in branding/messaging complex organizations with multiple sub-brands and positioning methodologies grounded in research and data analytics.

### **2.3 Situational Analysis for Brand Messaging and Marketing Strategy**

**Transformation:** During the last three years, Rhode Island College has undergone significant transformation. Each year the freshman class has grown in diversity, and overall students of color at the college have grown from 26 percent in 2015 to 32 percent in 2017.

Grants and research funding awarded to faculty and staff surpassed \$13 million in 2016, and Rhode Island College's endowment has grown from \$22 million in 2011 to \$29 million in 2017. Rhode Island College also has improved the undergraduate curriculum and course offerings to include a focus on experiential learning.

Since 2014, over \$300 million has been and will be invested into modernizing campus infrastructure. In fall 2015 Rhode Island College dedicated a new hall to the fine arts, ALEX AND ANI Hall, named in honor of local entrepreneur and artist Carolyn Rafaelian. In fall 2016

Rhode Island College opened the Fogarty Life Science Nursing Wing, featuring a technologically advanced simulation center. More recently, Rhode Island College rededicated its second largest academic building, Gaige Hall, which boasts active learning environments reflective of today's work environments.

**Modernization Efforts:** Consistent with academic programming and student life, Rhode Island College has made significant investments to modernize Rhode Island College campus. Over the last three years more than \$300 million has been and will be invested in new buildings and renovation and rehabilitation of existing facilities. Millions of dollars have also been invested to improve residence halls and Rhode Island College's dining center. Investments in technology have yielded wireless access, USB ports and state-of-the-art innovative learning environments and instructional technologies in all of our newly renovated classrooms. Rhode Island College has also been recognized as a national leader in sustainability, being named a 2017 U.S. Department of Education Green Ribbon School – one of only nine postsecondary institutions in the country to earn this prestigious designation.

**Accreditation:** Rhode Island College is accredited by the New England Association of Schools and Colleges (NEASC) and recently completed its fifth-year NEASC report in August 2016 and received a re-accreditation letter in October 2016. Accreditation of an institution of higher education by NEASC indicates that it meets or exceeds criteria for the assessment of institutional quality periodically applied through a peer review process. Individual schools and programs within RIC have their own professional accrediting bodies and include current accreditations from the National Council for Accreditation of Teacher Education, the Council on Social Work Education, the National Association of Schools of Art and Design, the National Association of Schools of Music, the Commission on Collegiate Nursing Education, the National Association of State Directors of Teacher Education and Certification, and the Council for Accreditation of Counseling and Related Educational Programs. RIC's newly renamed School of Business is also preparing for national accreditation. For more information visit: [www.ric.edu/aboutric/Pages/Accreditation.aspx](http://www.ric.edu/aboutric/Pages/Accreditation.aspx).

**Strategic Planning:** An effective planning process includes multiple steps. Rhode Island College must determine where we want to go, how to get there, who does the work and what measures are used to assess progress. For the purposes of moving the college forward, a framework was developed to organize the Strategic Plan's content. Several central themes, or pillars, emerged from our community discussions, as well as informative evidence and data gathering:

*Learning Innovation:* A college ethos that elevates the teaching and learning enterprise in effective, innovative and extraordinary ways with leading instructional practices.

*Student Success:* A student collegiate experience that helps students identify their strengths, talents and passions and encourages, supports and challenges them to achieve their goals and receive a college degree.

*Inclusive Excellence:* A college campus that intentionally designs welcoming and inviting learning experiences for all students, regardless of background, income, race/ethnicity, sexual

orientation, gender identity, disability, religion or politics, for the benefit of the entire college community.

*Community Partnerships:* Purposeful collaborations with local, state and national partners, both public and private, to provide the highest quality college degree and address critical issues for the broader community.

*Institutional Effectiveness:* An administration and college community committed to being exceptional stewards of public funding while incorporating evidence-based, high impact practices.

**Statewide Position.** Rhode Island College has long since established itself as the premiere public four-year comprehensive liberal arts college. Founded in 1854 as the Rhode Island State Normal School and subsequently renamed in 1920 as Rhode Island College of Education, the institution has traditionally been known for preparing graduates in the field of education. Renamed once again in 1959 as Rhode Island College following a relocation to the current Mount Pleasant campus, the institution currently hosts five academic schools: the Faculty of Arts and Sciences, the Feinstein School of Education and Human Development, the School of Business, the School of Nursing and the School of Social Work, as well as the Office of Professional Studies and Continuing Education. Rhode Island College is one of three public higher education institutions in Rhode Island including the Community College of Rhode Island (CCRI) and the University of Rhode Island (URI).

**Identity.** Rhode Island College is absent a comprehensive research-based brand identity and messaging strategy. Further, despite investing in visual identity program in 2012, Rhode Island College has not effectively integrated this identity program across campus constituents. Rhode Island College is focused on developing awareness and solidifying/positioning brand identity.

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## SECTION 3: SCOPE OF WORK AND REQUIREMENTS

### General Scope of Work

#### 3.1 Overview

The product to be provided by the selected agency will lay the groundwork for an integrated college-wide brand messaging strategy. The outcome will be a highly visible image-oriented branding strategy that will increase pride, support and advocacy for Rhode Island College. The firm selected will provide an assessment of Rhode Island College's brand and make recommendations for developing and conducting a sustainable, effective and measurable brand messaging strategy. The launch of the campaign is anticipated to be spring 2019.

Target audiences include those with whom Rhode Island College already has a relationship and those the college seeks to recruit and cultivate – prospective students, current



students, alumni, prospective donors, recruiters, faculty, staff, elected officials, business leaders, media – with a desire to increase pride in and commitment to Rhode Island College.

### 3.2 Branding Research, Analysis and Strategy Development

Potential offerors will advise on all facets of Rhode Island College's brand messaging initiative, from initial research review to execution and overall development of marketing and communications strategies. The offeror will develop brand messaging through an extensive process of engaging stakeholders, including:

- Discussion(s) to promote understanding of what the process entails.
- Discussion(s) to ideate and solicit input of stakeholder perception(s) of the college.
- Discussion(s) to share and reflect on iterations of brand messaging.
- Discussion(s) to share results of the brand messaging development process.

The offeror must present these results to several college groups, as well as in writing. All information recommendations and reports will become the property of Rhode Island College.

Cost estimates required for each Tier or option.

#### TIER 1:

Produce a brand messaging strategy document that includes recommendations for the brand opportunity, key insights, positioning statement and key messages.

- 1) Coordinate research plan, approach and make recommendations regarding additional research with rationale for such data.
- 2) Conduct focus group research, opinion leader interviews and telephone and online survey results regarding a mixed-methods (qualitative and quantitative) perception and awareness study of participants from in- and out-of-state target-audience subsets, and coordinate results and conclusions.
- 3) Provide an analysis of additional institutional data, including student satisfaction surveys, alumni and donor perception survey, enrollment and retention data, giving data, accreditation report and other data, as available.
- 4) Synthesize primary research and data into a brand opportunity assessment and provide concepts/recommendations for best brand messaging approach for Rhode Island College.

- 5) Share concepts/recommendations for brand messaging with Rhode Island College stakeholders and gather reflective community input.
- 6) Conduct follow-up research as brand messaging opportunity is developed.
- 7) Share refined messaging, recommending strategies for monitoring and measuring success of the brand messaging process and maintaining support for the branding process among internal constituents.

Tier II:

Develop key brand messages to forward the institution to all audiences.

- 1) Develop the creative elements necessary for the brand messaging launch, including imagery, tagline and other editorial assets.
- 2) Share, test and evaluate brand messaging concepts with stakeholders and key target audiences.
- 3) Recommend strategy to integrate new creative brand messaging into a marketing communications plan for Rhode Island College, including existing print, web, signage and other identity venues and distribution channels.
- 4) Develop contact strategy or plan on how the brand messaging experience will be delivered to the internal audience (i.e., a kick-off event that enlivens the campus and encourages internal audiences to be catalysts for the brand strategy).
- 5) Develop contact strategy or plan on how the brand experience will be delivered to external audiences across a broad range of channels. This plan should include options for non-paid brand exposure and creative ways to promote and develop brand awareness, recognition and retention.

TIER III:

The client is also seeking cost estimates for **execution** of the brand messaging strategy to internal and external audiences.

- Develop and produce advertising concepts for television (separate cost estimate).
- Develop and produce advertising concepts for radio and print (separate cost estimate).
- Develop and produce advertising concepts for online media (separate cost estimate).
- Develop creative plans for the distribution and dissemination of brand concept and identity via non-traditional distribution means, including the positioning of the brand in ways other than paid advertising space or time.
- Offeror should provide degree of emphasis and rationale for each investment

The Vendor will be responsible for all costs associated with postage, client invoices and other related forms and/or correspondence.

The Vendor must have sufficient liability insurance coverage and/or be bonded.

## **SECTION 4: PROPOSAL**

### **A. Technical Proposal**

Narrative and format: The proposal should address specifically each of the following elements:

- Executive Summary: The Executive Summary is intended to highlight the contents of the proposal and provide evaluators with a broad understanding of the firm's technical approach and ability.
- Work Plan/Approach Proposed: This section shall describe the firm's understanding of Rhode Island College's requirement, including the result(s) intended and desired, the approach and/or methodology to be employed and a work plan for accomplishing the results.
- Previous Experience and Background, including the following information: A comprehensive listing of similar projects undertaken and/or similar clients served, including a brief description of the projects. A description of the business background of the firm (and all subcontractors proposed), including a description of their financial position. Relevant project experience with details on selected projects, the process, stated objectives and the outcomes.
- Firm's Organization and Staffing: This section shall include identification of all staff and/or subcontractors proposed as members of the project team, and the duties, responsibilities, and concentration of effort which apply to each (as well as resumes, curricula vitae or statements of prior experience and qualification).

### **B. Cost Proposal**

Provide a cost proposal for a lump sum fee based on the services outlined in this proposal, for completing the services within the one year contract period.

The price will be evaluated along with the project plan as a factor in selection. Price response should include cost for the project (including reimbursables, staff travel and other cost that is part of the project).

Detailed Budget and Budget Narrative:

Provide a proposal cost proposal to include the following.....

### **C. ISBE Proposal**

See Appendix A for information and the MBE, WBE, and/or Disability Business Enterprise Participation Plan form(s). Bidders are required to complete, sign and submit these forms with

their overall proposal in a sealed envelope. Please complete separate forms for each MBE, WBE and/or Disability Business Enterprise subcontractor/supplier to be utilized on the solicitation.

## **SECTION 5: EVALUATION AND SELECTION**

Proposals shall be reviewed by a technical evaluation committee (“TEC”) comprised of staff from State agencies. The TEC first shall consider technical proposals.

Technical proposals must receive a minimum of 60 (85.7%) out of a maximum of 70 points to advance to the cost evaluation phase. Any technical proposals scoring less than 60 points shall not have the accompanying cost or ISBE participation proposals opened and evaluated. The proposal will be dropped from further consideration.

Technical proposals scoring 60 points or higher will have the cost proposals evaluated and assigned up to a maximum of 30 points in cost category bringing the total potential evaluation score to 100 points. After total possible evaluation points are determined ISBE proposals shall be evaluated and assigned up to 6 bonus points for ISBE participation.

The Division of Purchases reserves the right to select the vendor(s) or firm(s) (“vendor”) that it deems to be most qualified to provide the goods and/or services as specified herein; and, conversely, reserves the right to cancel the solicitation in its entirety in its sole discretion.

Proposals shall be reviewed and scored based upon the following criteria:

| <b>Criteria</b>                                         | <b>Possible Points</b> |
|---------------------------------------------------------|------------------------|
| Relevant project experience with proven outcomes        | 15 Points              |
| Quality of creative and management personnel            | 10 Points              |
| Articulation of Work plan / Suitability of approach     | 15 Points              |
| Demonstrated ability to produce and implement work plan | 15 Points              |
| Quality of submitted work portfolio of similar projects | 15 Points              |
| <b>Total Possible Technical Points</b>                  | <b>70 Points</b>       |
|                                                         | 30 Points              |

|                                         |                                  |
|-----------------------------------------|----------------------------------|
| Cost proposal*                          |                                  |
| <b>Total Possible Evaluation Points</b> | <b>100 Points</b>                |
| ISBE Participation**                    | 6 Bonus Points                   |
| <b>Points</b>                           | <b>Total Possible 106 Points</b> |

**\*Cost Proposal Evaluation:**

The vendor with the lowest cost proposal shall receive one hundred percent (100%) of the available points for cost. All other vendors shall be awarded cost points based upon the following formula:

$$(\text{lowest cost proposal} / \text{vendor's cost proposal}) \times \text{available points}$$

For example: If the vendor with the lowest cost proposal (Vendor A) bids \$65,000 and Vendor B bids \$100,000 for monthly costs and service fees and the total points available are thirty (30), Vendor B's cost points are calculated as follows:

$$\$65,000 / \$100,000 \times 30 = 19.5$$

**\*\*ISBE Participation Evaluation:**

a. Calculation of ISBE Participation Rate

1. ISBE Participation Rate for Non-ISBE Vendors. The ISBE participation rate for non-ISBE vendors shall be expressed as a percentage and shall be calculated by dividing the amount of non-ISBE vendor's total contract price that will be subcontracted to ISBEs by the non-ISBE vendor's total contract price. For example if the non-ISBE's total contract price is \$100,000.00 and it subcontracts a total of \$12,000.00 to ISBEs, the non-ISBE's ISBE participation rate would be 12%.
2. ISBE Participation Rate for ISBE Vendors. The ISBE participation rate for ISBE vendors shall be expressed as a percentage and shall be calculated by dividing the amount of the ISBE vendor's total contract price that will be subcontracted to ISBEs and the amount that will be self-performed by the ISBE vendor by the ISBE vendor's total contract price. For example if the ISBE vendor's total contract price is \$100,000.00 and it subcontracts a total of \$12,000.00 to ISBEs and will perform a total of \$8,000.00 of the work itself, the ISBE vendor's ISBE participation rate would be 20%.

b. Points for ISBE Participation Rate:

The vendor with the highest ISBE participation rate shall receive the maximum ISBE participation points. All other vendors shall receive ISBE participation points by applying the following formula:

$$(\text{Vendor's ISBE participation rate} \div \text{Highest ISBE participation rate})$$

X Maximum ISBE participation points)

For example, assuming the weight given by the RFP to ISBE participation is 6 points, if Vendor A has the highest ISBE participation rate at 20% and Vendor B's ISBE participation rate is 12%, Vendor A will receive the maximum 6 points and Vendor B will receive  $(12\% \div 20\%) \times 6$  which equals 3.6 points.

#### General Evaluation:

Points shall be assigned based on the vendor's clear demonstration of the ability to provide the requested goods and/or services. Vendors may be required to submit additional written information or be asked to make an oral presentation before the TEC to clarify statements made in the proposal.

### SECTION 6. QUESTIONS

Questions concerning this solicitation must be e-mailed to the Division of Purchases at [....@purchasing.ri.gov](mailto:....@purchasing.ri.gov) no later than the date and time indicated on page one of this solicitation. No other contact with State parties is permitted. Please reference **RFP # xxxxx** on all correspondence. Questions should be submitted in writing in a Microsoft Word attachment in a narrative format with no tables. Answers to questions received, if any, shall be posted on the Division of Purchases' website as an addendum to this solicitation. It is the responsibility of all interested parties to monitor the Division of Purchases website for any procurement related postings such as addenda. If technical assistance is required, call the Help Desk at (401) 574-8100.

### SECTION 7. PROPOSAL CONTENTS

A. Proposals shall include the following:

1. One completed and signed RIVIP Bidder Certification Cover Form (included in the original copy only) downloaded from the Division of Purchases website at [www.purchasing.ri.gov](http://www.purchasing.ri.gov). *Do not include any copies in the Technical or Cost proposals.*
2. One completed and signed Rhode Island W-9 (included in the original copy only) downloaded from the Division of Purchases website at <http://www.purchasing.ri.gov/rivip/publicdocuments/fw9.pdf>. *Do not include any copies in the Technical or Cost proposals.*
3. Two (2) completed original and copy versions, signed and sealed Appendix A. MBE, WBE, and/or Disability Business Enterprise Participation Plan. Please complete separate forms for each MBE/WBE or Disability Business Enterprise subcontractor/supplier to be utilized on the solicitation. *Do not include any copies in the Technical or Cost proposals.*
4. Technical Proposal - describing the qualifications and background of the applicant and

experience with and for similar projects, and all information described earlier in this solicitation. The technical proposal is limited to fifty (50) pages (this excludes any appendices and as appropriate, resumes of key staff that will provide services covered by this request).

- a. One (1) Electronic copy on a CD-R, marked “Technical Proposal - Original”.
  - b. One (1) printed paper copy, marked “Technical Proposal -Original” and signed.
  - c. Seven (7) printed paper copies
5. Cost Proposal - A separate, signed and sealed cost proposal reflecting a fixed fee proposal to complete all of the requirements of this project.
- a. One (1) Electronic copy on a CD-R, marked “Cost Proposal -Original”.
  - b. One (1) printed paper copy, marked “Cost Proposal -Original” and signed.
  - c. Seven (7) printed paper copies

**B. Formatting of proposal response contents should consist of the following:**

- A. Formatting of CD-Rs –** Separate CD-Rs are required for the technical proposal and cost proposal. All CD-Rs submitted must be labeled with:
- a. Vendor’s name
  - b. RFP #
  - c. RFP Title
  - d. Proposal type (e.g., technical proposal or cost proposal)
  - e. If file sizes require more than one CD-R, multiple CD-Rs are acceptable. Each CD-R must include the above labeling and additional labeling of how many CD-Rs should be accounted for (e.g., 3 CD-Rs are submitted for a technical proposal and each CD-R should have additional label of ‘1 of 3’ on first CD-R, ‘2 of 3’ on second CD-R, ‘3 of 3’ on third CD-R).

Vendors are responsible for testing their CD-Rs before submission as the Division of Purchase’s inability to open or read a CD-R may be grounds for rejection of a Vendor’s proposal. All files should be readable and readily accessible on the CD-Rs submitted with no instructions to download files from any external resource(s). If a file is partial, corrupt or unreadable, the Division of Purchases may consider it “non-responsive”. USB Drives or any other electronic media shall not be accepted. Please note that CD-Rs submitted, shall not be returned.

**B. Formatting of written documents and printed copies:**

- a. For clarity, the technical proposal shall be typed. These documents shall be single-spaced with 1” margins on white 8.5”x 11” paper using a font of 12 point Calibri or 12 point Times New Roman.
- b. All pages on the technical proposal are to be sequentially numbered in the footer, starting with number 1 on the first page of the narrative (this does not include the cover page or table of contents) through to the end, including all forms and attachments. The Vendor’s name should appear on every page, including

attachments. Each attachment should be referenced appropriately within the proposal section and the attachment title should reference the proposal section it is applicable to.

- c. The cost proposal shall be typed using the formatting provided on the provided template.
- d. Printed copies are to be only bound with removable binder clips.

## **SECTION 8. PROPOSAL SUBMISSION**

Interested vendors must submit proposals to provide the goods and/or services covered by this RFP on or before the date and time listed on the cover page of this solicitation. Responses received after this date and time, as registered by the official time clock in the reception area of the Division of Purchases, shall not be accepted.

Proposals should be mailed or hand-delivered in a sealed envelope marked “**RFP# xxxxxx**” to:

RI Dept. of Administration  
Division of Purchases, 2nd floor  
One Capitol Hill  
Providence, RI 02908-5855

NOTE: Proposals received after the above-referenced due date and time shall not be accepted. Proposals misdirected to other State locations or those not presented to the Division of Purchases by the scheduled due date and time shall be determined to be late and shall not be accepted. Proposals faxed, or emailed, to the Division of Purchases shall not be accepted. The official time clock is in the reception area of the Division of Purchases.

## **SECTION 9. CONCLUDING STATEMENTS**

Notwithstanding the above, the Division of Purchases reserves the right to award on the basis of cost alone, to accept or reject any or all proposals, and to award in the State’s best interest.

Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further.

If a Vendor is selected for an award, no work is to commence until a purchase order is issued by the Division of Purchases.

The State’s General Conditions of Purchase contain the specific contract terms, stipulations and affirmations to be utilized for the contract awarded for this RFP. The State’s General Conditions of Purchases can be found at the following URL:  
<https://www.purchasing.ri.gov/RIVIP/publicdocuments/ATTA.pdf>.



## **APPENDIX A. PROPOSER ISBE RESPONSIBILITIES AND MBE, WBE, AND/OR DISABILITY BUSINESS ENTERPRISE PARTICIPATION FORM**

### **A. Proposer's ISBE Responsibilities (from 150-RICR-90-10-1.7.E)**

1. Proposal of ISBE Participation Rate. Unless otherwise indicated in the RFP, a Proposer must submit its proposed ISBE Participation Rate in a sealed envelope or via sealed electronic submission at the time it submits its proposed total contract price. The Proposer shall be responsible for completing and submitting all standard forms adopted pursuant to 105-RICR-90-10-1.9 and submitting all substantiating documentation as reasonably requested by either the Using Agency's MBE/WBE Coordinator, Division, ODEO, or Governor's Commission on Disabilities including but not limited to the names and contact information of all proposed subcontractors and the dollar amounts that correspond with each proposed subcontract.
2. Failure to Submit ISBE Participation Rate. Any Proposer that fails to submit a proposed ISBE Participation Rate or any requested substantiating documentation in a timely manner shall receive zero (0) ISBE participation points.
3. Execution of Proposed ISBE Participation Rate. Proposers shall be evaluated and scored based on the amounts and rates submitted in their proposals. If awarded the contract, Proposers shall be required to achieve their proposed ISBE Participation Rates. During the life of the contract, the Proposer shall be responsible for submitting all substantiating documentation as reasonably requested by the Using Agency's MBE/WBE Coordinator, Division, ODEO, or Governor's Commission on Disabilities including but not limited to copies of purchase orders, subcontracts, and cancelled checks.
4. Change Orders. If during the life of the contract, a change order is issued by the Division, the Proposer shall notify the ODEO of the change as soon as reasonably possible. Proposers are required to achieve their proposed ISBE Participation Rates on any change order amounts.
5. Notice of Change to Proposed ISBE Participation Rate. If during the life of the contract, the Proposer becomes aware that it will be unable to achieve its proposed ISBE Participation Rate, it must notify the Division and ODEO as soon as reasonably possible. The Division, in consultation with ODEO and Governor's Commission on Disabilities, and the Proposer may agree to a modified ISBE Participation Rate provided that the change in circumstances was beyond the control of the Proposer or the direct result of an unanticipated reduction in the overall total project cost.

### **B. MBE, WBE, AND/OR Disability Business Enterprise Participation Plan Form:**

Attached is the MBE, WBE, and/or Disability Business Enterprise Participation Plan form. Bidders are required to complete, sign and submit with their overall proposal in a sealed envelope. Please complete separate forms for each MBE, WBE and/or Disability Business Enterprise subcontractor/supplier to be utilized on the solicitation.



**STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS  
DEPARTMENT OF ADMINISTRATION  
ONE CAPITOL HILL  
PROVIDENCE, RHODE ISLAND 02908**

| <b>MBE, WBE, and/or DISABILITY BUSINESS ENTERPRISE PARTICIPATION PLAN</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                                                                                                                   |                         |                              |
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| Bidder's Name:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                                                                                                                   |                         |                              |
| Bidder's Address:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                                                                                                                   |                         |                              |
| Point of Contact:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                                                                                                                   |                         |                              |
| Telephone:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                                                                                                                   |                         |                              |
| Email:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                                                                                                                   |                         |                              |
| Solicitation No.:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                                                                                                                   |                         |                              |
| Project Name:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                                                                                                                   |                         |                              |
| <p>This form is intended to capture commitments between the prime contractor/vendor and MBE/WBE and/or Disability Business Enterprise subcontractors and suppliers, including a description of the work to be performed and the percentage of the work as submitted to the prime contractor/vendor. Please note that all MBE/WBE subcontractors/suppliers must be certified by the Office of Diversity, Equity and Opportunity MBE Compliance Office and all Disability Business Enterprises must be certified by the Governor's Commission on Disabilities at time of bid, and that MBE/WBE and Disability Business Enterprise subcontractors must self-perform 100% of the work or subcontract to another RI certified MBE in order to receive participation credit. Vendors may count 60% of expenditures for materials and supplies obtained from an MBE certified as a regular dealer/supplier, and 100% of such expenditures obtained from an MBE certified as a manufacturer. This form must be completed in its entirety and submitted at time of bid. <b>Please complete <u>separate forms</u> for each MBE/WBE or Disability Business Enterprise subcontractor/supplier to be utilized on the solicitation.</b></p> |  |                                                                                                                   |                         |                              |
| Name of Subcontractor/Supplier:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |                                                                                                                   |                         |                              |
| Type of RI Certification:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  | <input type="checkbox"/> MBE <input type="checkbox"/> WBE <input type="checkbox"/> Disability Business Enterprise |                         |                              |
| Address:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |                                                                                                                   |                         |                              |
| Point of Contact:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                                                                                                                   |                         |                              |
| Telephone:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                                                                                                                   |                         |                              |
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| Detailed Description of Work To Be Performed by Subcontractor or Materials to be Supplied by Supplier:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                                                                                                                   |                         |                              |
| Total Contract Value (\$):                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                                                                                                                   | Subcontract Value (\$): | ISBE Participation Rate (%): |
| Anticipated Date of Performance:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |                                                                                                                   |                         |                              |
| I certify under penalty of perjury that the forgoing statements are true and correct.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                                                                                                                   |                         |                              |
| <b>Prime Contractor/Vendor Signature</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  | <b>Title</b>                                                                                                      |                         | <b>Date</b>                  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |                                                                                                                   |                         |                              |
| <b>Subcontractor/Supplier Signature</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  | <b>Title</b>                                                                                                      |                         | <b>Date</b>                  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |                                                                                                                   |                         |                              |

## APPENDIX B

### Rhode Island College 2017-2020 Strategic Plan

<http://www.ric.edu/strategicplan>

### About Rhode Island College Students

- Applications have steadily increased for the last five years, with Rhode Island College receiving 4,492 applications in 2012 and more recently 5,148 in 2016. Freshman enrollments have also grown from 1,071 in 2012 to 1,170 in 2016.
- The average SAT score for the last five years is 919.
- Total enrollment in 2016 was 8,446, down from 8,869 in 2012.
- Total undergraduate enrollment in 2016 was 7,398, down from 7,553 in 2012.
- Total graduate enrollment in 2016 was 1,048, down from 1,316 in 2012.
- Enrollment of full-time students who identify as students of color has increased by 112.3 percent over the last 10 years, up from 1,182 in 2007 to 2,509 in 2016.
- Total first-time, full-time undergraduate students receiving financial aid in 2016 was 936, or 86 percent.
- A total of 3,140 undergraduates, or 42 percent, received Pell grants, with an average award of \$3,960 during academic year 2015-16.

While working to attract and retain academically talented students, Rhode Island College is also committed to affordability and accessibility.

Tuition has increased from \$4,418 in 2007 to \$7,118 in 2016. Rhode Island College continues to provide one of the more affordable in-state tuition in the region.

### Points of Pride

- **2017 U.S. Green Ribbon Distinction:** Rhode Island College was one of only nine colleges and universities nationally to be recognized by the U.S. Department of Education for sustainability efforts.
- **2017 U.S. Top 100 Best 4-Year College for Adult Learners:** Washington Monthly's 2017 College Guide and Rankings ranked Rhode Island College nationally as the 86<sup>th</sup> best four-year college for adult learners.
- **1:14** faculty-to-student ratio.
- **Diversity** Rhode Island College student body is comprised of 68 percent female, 32

percent male and 32 percent students of color.

- **2017 Military Friendly Distinction:** Rhode Island College was recognized as a military friendly school by Victory Media.
- **62.7% of Rhode Island College Alumni reside in Rhode Island:** Rhode Island College Alumni total 64,135 of which 40,207 live in Rhode Island.
- **Top Ranked Nursing Program:** Rhode Island College's School of Nursing celebrated a 95 percent pass rate on the NCLEX exam, ranking the program top in New England and 14<sup>th</sup> in the country.
- **School of Social Work:** Rhode Island College offers the only publically funded School of Social Work in Rhode Island and offers a prestigious Master's in Social Work.
- **Social Mobility Index:** In 2016 Rhode Island College was ranked fourth in New England by CollegeNET and Payscale Inc on social mobility. More than 500 colleges were ranked using criteria such as net price, percentage of low-income students, graduation rate and median early career salary.
- **Athletics Success:** Men's Basketball won conference championships in 2007, 2008, 2010, 2011, 2013 and 2014; Men's Golf won GNAC Championships five years straight from 2012 to 2016; Women's Volleyball won the 2004 regular season and conference championship; Women's Tennis won regular season championships in 2015 and 2016 and conference championships in 2001, 2003, 2005 and 2017.